



**California Energy Commission**

# **New Solar Homes Partnership Public Awareness Campaign**

California Energy Commission  
Request for Proposals  
RFP #400-06-401  
Pre-Bid Conference  
August 18, 2006



# Proposal Requirements

- REQUIRED FORMAT FOR PROPOSAL RESPONSE
- Consists of Two Volumes
- VOLUME 1 – Administrative Response
- VOLUME 2 – Technical Response and Cost Summary



# **Volume 1**

## **Administrative Response**

Every Proposer must complete the following forms in Volume 1, Administrative Response.

- Cover Letter
- Table of Contents
- Contractor Status Form
- Small Business Preference Certification (if applicable)



## **Volume 1, Administrative Response (Con't)**

- Completed DVBE forms
- Signed Certification Clauses
- Target Area Contract Preference Act Forms (if applicable)
- Enterprise Zone Act Forms (if applicable)
- Local Agency Military Base Recovery Act Forms (if applicable)



## **Volume 2, Technical Response**

### Vol. 2, Section 1 – Technical Response

- Approach to Tasks in Scope of Work
- Bidder Qualifications
- Cost Minimization
- Team Qualifications and Relationships
- Team Member Experience and Qualifications
- References
- Examples of Current and Prior Work
- Response to Hypothetical Situation



## **Volume 2 – Cost Summary**

### Vol. 2, Section 2 – Cost Summary

- Cost Summary Letter
- General Requirements
- Form A, Labor Rates
- Form B-1, Contract Labor Costs
- Form B-2, Direct Costs
- Form B-3, Travel Worksheet
- Form C, Proposed Contract Budget



# **Disabled Veteran Business Enterprise (DVBE) Requirements**

TWO Options for Proposers:

Option A, full DVBE participation (3% of total Agreement amount)

Option B, Good Faith Effort - partial DVBE participation or no DVBE participation



## DVBE (cont'd)

### Option A – Commitment

Proposer commits to meet or exceed the DVBE participation requirements by either of the following methods:

Method A1 – Proposer is a Certified DVBE

Method A2 – Subcontractor is a Certified DVBE and will receive at least 3% of the Agreement amount





## DVBE (cont'd)

Option B, Good Faith Effort (no DVBE participation)

Perform and document the following steps 1-5:

Step 1 – Contact the Energy Commission's Contracts Office for DVBE information

Step 2 – Contact other State and Federal Agencies, and Local Organizations



# DVBE (cont'd)

Step 3 –Advertise at least 14 calendar days prior to proposal due date in both a trade paper and a DVBE focus paper. If the paper is dual purpose and fulfills both requirements, only one ad is required. When submitting a proposal:

- Proposer must provide the publication name, contact name and phone number, and date ad was placed
- Proposer must submit ad copies



## DVBE (cont'd)

### Step 4 - Invitations to Participate

- Invite (solicit) DVBEs who provide relevant services to the Agreement
- Document completed contacts and submit copies of each invitation and copies of confirmation of fax transmittal or delivery
- Proposals are considered non-responsive if copies of invitations are not submitted with the proposal



## DVBE (cont'd)

Step 5 – Consider all DVBEs who respond to an invitation based on the Agreement needs, document DVBE firm(s) selected and document reasons for any firm(s) not selected.



## DVBE (cont'd)

A copy of an Agreement between the Contractor and the DVBE must be submitted prior to contract award. The Agreement may be in draft form but must show that the DVBE meets the Commercially Useful Function requirements as defined in the RFP.



# Tentative Key Activities and Dates

- August 24, 2006 - Distribute Questions & Answers
- August 28, 2006 - DVBE Advertising Deadline
- September 14, 2006 - Proposals due by 5:00 PM (no exceptions)
- October 3-5, 2006 - Presentations/Interviews with Bidders
- October 10, 2006 - Confirm DVBE Commercially Useful Function
- October 13, 2006 - Notice of Proposed Award
- January 3, 2007 / December 31, 2009 - Term of Agreement



# New Solar Homes Partnership Overview

- On January 12, 2006, Governor Schwarzenegger's California Solar Initiative (CSI) was approved by the California Public Utilities Commission to install 3,000 megawatts of solar capacity in California by 2017.
- This action created a \$2.8 billion ten-year joint California Energy Commission and California Public Utilities Commission solar incentive program.
- The Energy Commission will manage \$350 million to fund incentives and rebates for new residential home construction with a goal of installing 400 megawatts of new solar capacity.



# **New Solar Homes Partnership Overview**

## **California Public Utilities Commission (CPUC)**

*California Solar Initiative program (CSI)*

- Existing Residential Buildings
- Commercial buildings
- Industrial facilities
- Agricultural facilities
- Low-income/Affordable Housing





# **New Solar Homes Partnership Overview**

## **California Energy Commission (CEC)**

### *New Solar Homes Partnership (NSHP)*

- New Residential Buildings
  - Single Family Homes
  - Low-income/Affordable Housing
  - Multi-family apartments
- Energy Commission will specifically target and work with the builder and developer communities



# Campaign Goals

The goals of the public awareness campaign are three-fold:

- 1) Educate new home buyers and builders, trade organizations and industry groups, and financial institutions on the value of new homes that incorporate high levels of energy efficiency and high performing solar systems.
- 2) To encourage builders to incorporate high levels of energy efficiency and high performing solar systems as standard features on new production homes.
- 3) To encourage home buyers to ask for high levels of energy efficiency and solar photovoltaic systems when purchasing new production homes.



# Scope of Work

### Four Task Areas

#### 1) Contract Management and Reporting

- Monthly Reports
- Final Report

#### 2) Market Research

- Identify California home buyers who will purchase solar PV homes
- Encourage home builders to incorporate solar PV systems in new home developments
- Focus Groups



## Scope of Work (continued)

- 3) Campaign and Partnership Development
  - Educational and Marketing Plan Development
  
- 4) Campaign Implementation
  - Media Placement
  - Media Measurement



# Questions and Answers

Question and Answer Session



## Whom to Contact?

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